



FOR IMMEDIATE RELEASE:
April 21, 2005

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**County of Los Angeles Department of Public Works
Joins Forces with Caltrans to Eliminate Storm Water Pollution
*Message to Los Angeles County Residents: "Don't Trash California"***

LOS ANGELES — The County of Los Angeles Department of Public Works today announced an unprecedented partnership with the California Department of Transportation (Caltrans) to address stormwater pollution in Los Angeles County. Collectively the County and Caltrans will bring more than \$1 million in stormwater pollution prevention messages to the greater Los Angeles area during the next nine months.

"Litter poses a real threat to the health of our residents and the vitality of our marine and wildlife," said Caltrans Director Will Kempton. The \$6.5 million Caltrans *Don't Trash California* campaign, running through September 2006, will reach residents through a comprehensive statewide effort including advertising, community outreach, special events and partnerships with businesses and sport teams. To bolster outreach to LA County residents, the County of Los Angeles Department of Public Works will contribute \$560,000 to the \$580,000 that CalTrans has already committed to support LA County-based advertising.

Stormwater pollution is a serious issue in Los Angeles County. Collectively, the 10 million residents of LA County generate more than 200 tons of litter each year that is washed into storm drains. While some of this trash is captured in County trash nets, because of the huge volume of water flowing through the storm drains during the rainy season, tons of trash flows to the oceans unimpeded. In addition, thousands of gallons of urban runoff contaminated by pet waste, fluid from automobile leaks, Household Hazardous Waste and commercial solvents also makes its way into storm drains, which in turn flows untreated to our local beaches, rivers and the ocean.

"It is our hope that through our campaign efforts the public will make a personal commitment to caring for our communities and returning our local neighborhoods, rivers and beaches back to health," said Don Wolfe, Acting Director of Public Works. "Every LA County resident can see that litter is a problem; we want them to see themselves as part of the solution."

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LA DPW and Caltrans Partnership

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“Rather than having two separate campaigns in the Los Angeles area, we’re working with Caltrans to increase the effectiveness of both our efforts. The excellent anti-litter ads created by Caltrans will include logos for both agencies, and we’ll time our campaigns to get the maximum effect. This way, we hope to get a unified message to a wider audience than either agency could do alone,” added Wolfe. “Solving the pollution problem is going to take all of us working together — government, business and the public.” In addition to its new media partnership with Caltrans, the County of Los Angeles also partners with 84 cities throughout LA County to generate awareness of stormwater pollution issues and to motivate residents to change their polluting behaviors.

Research indicates that litter in LA County comes from seven primary sources: pedestrians, drivers, household garbage cans, commercial dumpsters, construction sites, loading docks and uncovered trucks. According to Caltrans, the number one item found along California freeways is cigarette butts. Other litter found on freeways includes food cartons, Styrofoam cups, napkins, plastic utensils, food wrappers, matches, soft drink bottles and cans, paper bags, tissues, plastic sheets, film, boxes, clothes, newspapers, magazines, metal, foil, anti-freeze and motor oil containers, grease, paint and paint thinners, tires and much more.

The *Don’t Trash California* campaign is based on a successful three-year pilot program completed in the Fresno Metropolitan Area in 2003. In Sacramento this morning, Caltrans launched the statewide *Don’t Trash California* Storm Water Public Education Campaign, a \$6.5 million statewide effort to reduce the amount of pollutants (including litter) that enter the highway storm drains and, ultimately, our waterways. The campaign is in accordance with National Pollution Discharge Elimination Systems (NPDES) Permit requirements for both Caltrans and the County of Los Angeles. The County of Los Angeles has been implementing its own public outreach campaigns since 1998, and recognizes that the monumental task of changing social behavior and eliminating stormwater pollution are best approached by forging partnerships on a local, regional and state level.

For additional information, please visit www.DontTrashCalifornia.info. Los Angeles County residents are encouraged to call the County’s toll-free environmental hotline, 1(888) CLEAN LA, or visit www.888CleanLA.com.

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County of Los Angeles Department of Public Works

The County of Los Angeles Department of Public Works provides public works services ranging from road and flood control system maintenance, construction programs, building and safety services, traffic signals and street signs for the 130 unincorporated communities in the County. As the Principal Permittee for the State’s Municipal NPDES Permit System, LA County Public Works oversees public education and information programs designed to reach the 10 million residents of Los Angeles County with crucial messages about protecting the environment. These programs are part of a comprehensive effort to help residents understand the impact they have on the environment and the steps they can take to protect and improve it.

California Department of Transportation

The State of California, Department of Transportation (Caltrans) is responsible for the design, construction, maintenance and operation of the California State Highway System, as well as that portion of the Interstate Highway System within the state’s boundaries. Alone and in partnership with Amtrak, Caltrans is also involved in the support of intercity passenger rail service in California, and is a leader in promoting the use of alternative modes of transportation. For additional information, please visit www.dot.ca.gov.